



Pacira Pharmaceuticals Inc. Appoints Industry Expert Yvonne Greenstreet to its Board of Directors

March 6, 2014

PARSIPPANY, N.J.--(BUSINESS WIRE)--Mar. 6, 2014-- [Pacira Pharmaceuticals, Inc.](http://www.pacira.com) (NASDAQ:PCRX) today announced the appointment of Yvonne Greenstreet, MBChB, MBA, to its board of directors.

"We are delighted to have Yvonne join as our newest board member," said Dave Stack, president, chief executive officer and chairman of Pacira. "We believe that her vast experience working across a diverse range of critical functions at some of the most established names in the industry will support our business activities as we look to expand additional indications for EXPAREL® and pursue our next DepoFoam-based opportunities."

Dr. Yvonne Greenstreet has more than 20 years of global experience in the pharmaceutical industry, where she has a proven track record as a business leader and drug developer. Over the course of her career, she has successfully obtained approval from the FDA and the equivalent regulatory bodies in the UK and EU with respect to ten New Drug Applications and/or Marketing Authorization Applications and has led numerous product launches.

As senior vice president and head of medicines development at Pfizer, Dr. Greenstreet was on the global executive team for the \$16 billion Specialty Business, with accountability for a portfolio which included the immuno-inflammation, vaccine, specialty neuroscience and rare disease areas. She led the approval of the JAK inhibitor Xeljanz, bringing to market the first of a new class of medicines for patients with rheumatoid arthritis. She was also instrumental in growing Pfizer's presence in rare diseases by driving strategy, delivering product approvals and securing in-licensed opportunities.

Dr. Greenstreet was at GlaxoSmithKline (GSK) for 18 years, where she was senior vice president and chief of strategy for research and development, serving on the corporate executive investment committee. She was responsible for enabling strategy development and execution to achieve GSK's goal of delivering five to seven new medicines per year with increasing returns on investment. Previously, Dr. Greenstreet served in various positions of increasing responsibility at GSK, including senior vice president for medicine development, where she led the creation of a new global unit that had responsibility for GSK's musculoskeletal, endocrine, gastrointestinal, ophthalmology and urological disease areas. She spearheaded GSK's entry into immune-inflammation and biologics with the in-licensing of Benlysta for patients with lupus and Arzerra for patients with chronic lymphocytic leukemia. Prior to this role, she was chief medical officer for GSK Europe, with responsibility for development and medical affairs of GSK's entire pipeline and product portfolio in the region.

Dr. Greenstreet is highly regarded for her vision and ability in identifying emerging opportunities, her expertise in drug development and her success in building highly functioning organizations. She trained as a physician and earned her medical degree from Leeds University in the UK and her MBA from INSEAD, France. She serves on the advisory board of the Bill and Melinda Gates Foundation and has received widespread industry recognition, including being recognized by Fast Company as one of the 100 most creative people in business in the United States in 2013 and by Fierce Biotech as one of the top ten women in Biotechnology in 2012.

About Pacira

Pacira Pharmaceuticals, Inc. (NASDAQ: PCRX) is a specialty pharmaceutical company focused on the clinical and commercial development of new products that meet the needs of acute care practitioners and their patients. The company's current emphasis is the development of non-opioid products for postsurgical pain control, and its lead product, EXPAREL® (bupivacaine liposome injectable suspension), was commercially launched in the United States in April 2012. EXPAREL and two other products have utilized the Pacira proprietary product delivery technology DepoFoam®, a unique platform that encapsulates drugs without altering their molecular structure and then releases them over a desired period of time. Additional information about Pacira is available at www.pacira.com.

Forward Looking Statements

Any statements in this press release about our future expectations, plans and prospects, including statements about our plans and expectations regarding EXPAREL, and other statements containing the words "believes," "anticipates," "plans," "expects," and similar expressions, constitute forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including risks relating to: the success of our sales and manufacturing efforts in support of the commercialization of EXPAREL; the rate and degree of market acceptance of EXPAREL; the size and growth of the potential markets for EXPAREL and our ability to serve those markets; our plans to expand the indications of EXPAREL, including for nerve block and the related timing and success of an sNDA; our plans to evaluate, develop and pursue additional DepoFoam-based product candidates; clinical studies in support of an existing or potential DepoFoam-based product; our plans to continue to manufacture and provide support services for our commercial partners who have licensed DepoCyt(e); our commercialization and marketing capabilities; and other factors discussed in the "Risk Factors" of our most recent Annual Report on Form 10-K for the fiscal year ended December 31, 2013, and in other filings that we periodically make with the SEC. In addition, the forward-looking statements included in this press release represent our views as of the date of this press release. We anticipate that subsequent events and developments will cause our views to change. However, while we may elect to update these forward-looking statements at some point in the future, we specifically disclaim any obligation to do so. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

Source: Pacira Pharmaceuticals, Inc.

Company Contact:

Pacira Pharmaceuticals, Inc.

Jessica Cho, 973-254-3574

or

Media Contact:

Pure Communications, Inc.

Susan Heins, 864-286-9597